Seize the Teachable Moment ™

Digital Curriculum
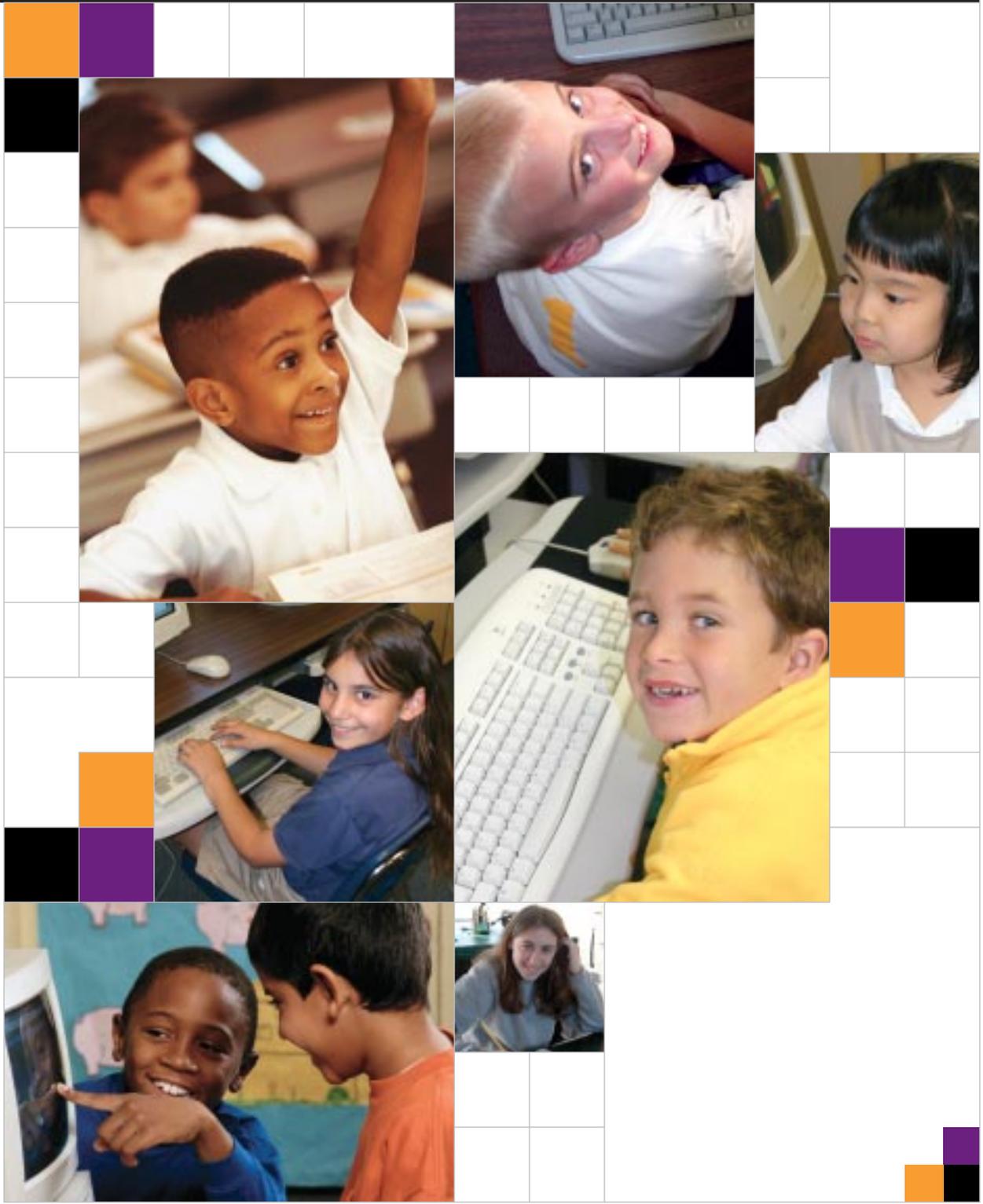
DigitalCurriculum™, from AIMS Multimedia, fulfills the promise of technology by freeing educational multimedia from the limitations of schedule, format and location. Multimedia content is available anytime and anywhere, and can be tailored to inspire learners' exploration and participation. Administrators have the confidence that all our award-winning videos, photos and encyclopedia articles support their curricular objectives. The entire school community benefits from unlimited access to engaging, standards-based resources within DigitalCurriculum's comprehensive learning environment.

"It helped me understand biology and got me through the quizzes ..."

Leighann C.
11th Grade Student
Fresno, CA
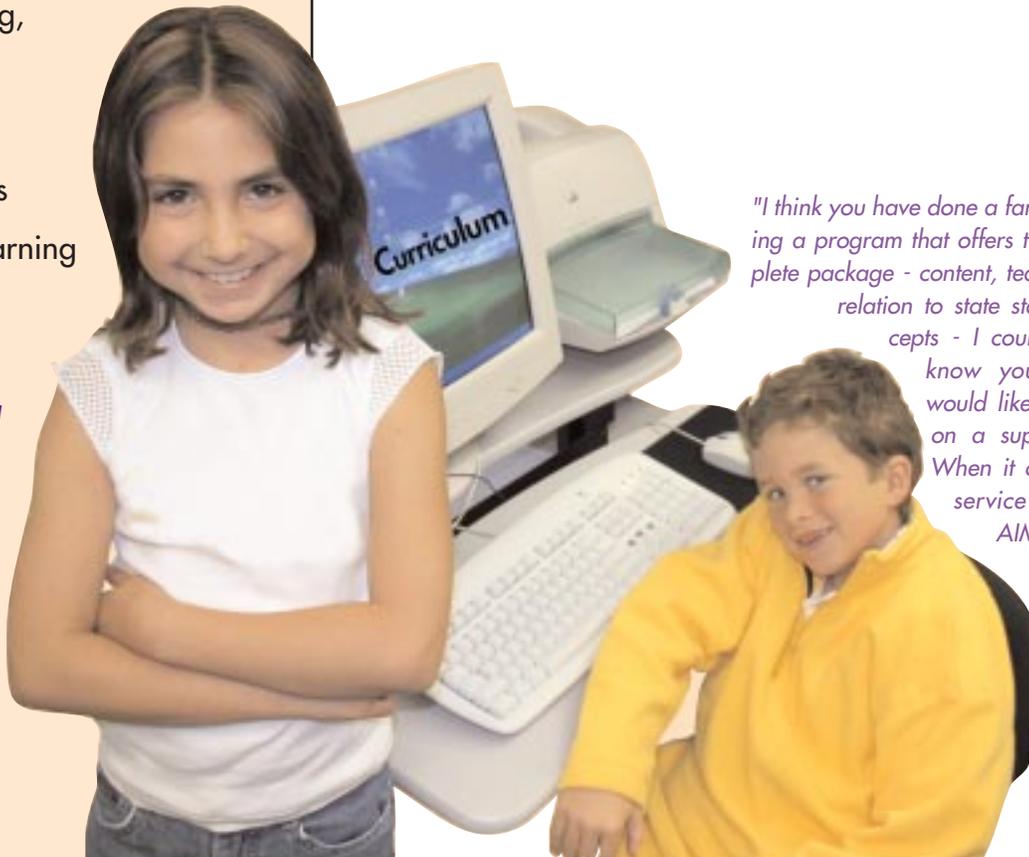
What DigitalCurriculum does for...

■ Administrators

- Supports and empowers your teachers
- Encourages use of technology in your classrooms
- Promotes and supports professional development
- Integrates standards-based multimedia into the curriculum
- Delivers media to your teachers at the point of instruction
- Provides instant access for all your educators, students and parents from school and home
- Enables strategic use of your existing budget
- Provides accountability
- Functions as a single-source multimedia turnkey solution for all K-12 curriculum areas

"I think you have done a fantastic job ... crafting a program that offers the teacher a complete package - content, teacher's guide, correlation to state standards, key concepts - I could go on but you know your product .... I would like to commend you on a superior product .... When it comes to customer service and support, AIMS does shine!"

Robin Landers
Media Director
Dallas County Schools
Dallas, TX

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Teachers

- Provides you with a dynamic multimedia resource
- Supports varied learning styles and special needs populations
- Allows real-time teaching and easy lesson planning
- Provides 24x7 access from school or home
- Includes teacher guides with reproducible activities
- Allows you access to a collaborative online teaching community
- Allows you to create and share interactive assignments easily
- Engages and inspires student exploration and participation
- Conveys subject matter to your students easily
- Provides you with diagnostic and prescriptive tools
- Encourages collaborative learning for your students
- Promotes self-paced learning

"This is so wonderful. It truly helps teachers and students. It saves time and enhances our curriculum, lesson plans, and most importantly it helps students to think and go beyond the basics."

Kay Clavin, Teacher
Carrollton-Farmers Branch
Independent School District
Carrollton, TX

Students

- Offers instruction, remediation, and enrichment
- Fosters self-paced learning
- Provides comprehensive multimedia reference tools
- Encourages collaborative learning
- Promotes soft skills — critical thinking and abstract reasoning
- Encourages creativity
- Promotes mastery learning
- Encourages creation of multimedia projects
- Ignites their imagination!

"… the easiest, most on-target application of technology imaginable."

Virginia Stevens
MLS Specialist
Department of Education
St. Croix, VI

Media/Technology Specialists

- Works in conjunction with your district technology plan
- Uses only bandwidth-friendly multiple bit-rate streaming
- Leverages your media budget
- Improves technological literacy
- Supports distance learning
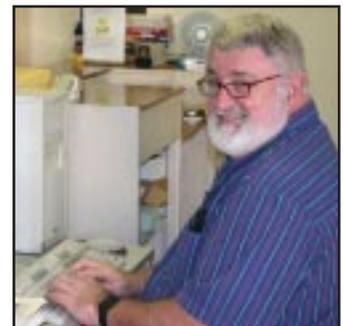
DigitalCurriculum's comprehensive learning environment integrates full-length educational videos, key concept video clips, still images, Encyclopaedia Britannica content, teacher guides, lesson plans and interactive online assessments and assignments into an unlimited learning tool for teachers, students and administrators. DigitalCurriculum comprises some 90,000 educational multimedia components for every K-12 subject, with correlations to state and national standards, multiple bit-rate encoding for school and home use, and simple incorporation of local content.

"... my grades are so much better."
Becky B.
6th Grade Student
Indianapolis, IN
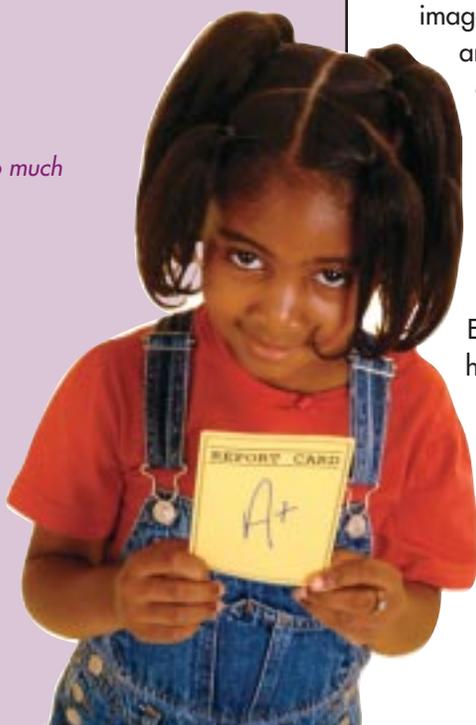
■ Video Libraries

DigitalCurriculum's wealth of content includes over $300 million in educational productions — programs that have received more than 1,000 awards worldwide — including the prestigious Emmy, Oscar, Peabody and Parents' Choice awards. These premier titles come from hundreds of world-renowned producers and distributors including: Scholastic/Weston Woods, ABC, Paramount, TV Ontario, TEAMS Distance Learning, Channel One and the National Film Board of Canada.

■ Key Concept Video Clips

Key Concept Video Clips cut out transitional material in full-length videos and allow teachers to instantly access the "media moment" succinctly illustrating their topic. These sharply focused mini-movies may be used independently for targeted teaching.

■ Photo and Still Image Libraries

Sometimes a picture is worth a thousand words, so DigitalCurriculum includes a fully searchable still image library of over 5,000 photos. These photos are fully-integrated within DigitalCurriculum and are available as thumbnail, medium-resolution and high-resolution images (perfect for wall posters).
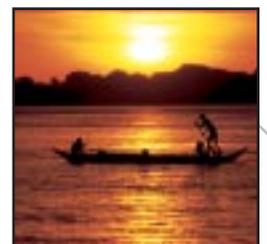
■ Teacher Guides

Each video is accompanied by an online teacher guide or a comprehensive AIMS Teaching Module that contains complete cross-curricular lesson plans and an array of suggested activities that take a multidisciplinary, multi-sensory approach to learning.

sed Content

■ Calendar — Events Library

New in DigitalCurriculum this year is the Calendar, featuring Days to Commemorate and Daily Events. Each day the Calendar provides seven Daily Events — facts regarding important events related to that day. Daily Events are correlated to science, social studies, language arts, mathematics, health & guidance and arts & humanities as well as the biography of the day. Each Daily Event is also linked to videos and other supportive elements. These Daily Events present a vibrant timeline for each curriculum subject throughout the year, providing the basis for timely and exciting lesson plans and generating the spark that will ignite students' imaginations.

■ Assignments

Teachers can build interactive assignments, with multiple-choice or essay assessments, using any or all of the various multimedia components in DigitalCurriculum. Assignments posted on DigitalCurriculum involve students in the classroom and ensure homebound students will keep up with their classmates. Supporting collaborative learning, DigitalCurriculum assignments allow teachers to share assignments and even publish them online for use by teachers everywhere.

■ Searchable Current Events

For student projects and research, reliable current events resources are vital. One click on DC's Current Events button brings up hyperlinks to such respected sources as CNN, the BBC and *The New York Times*.

■ Local Content

Administrators and supervisors can customize DigitalCurriculum to reflect the specific interests and needs of their district or region by adding locally-produced content — videos, documents, PowerPoint presentations, images, audio files, study guides, etc. Within minutes, users can find their local videos through searches, watch them online, use online teacher guides or materials and incorporate the videos into online interactive assignments.

■ Assessment

Each DigitalCurriculum program includes a multiple choice self-study quiz that covers specific learning points from the video. The review feature of the self-study quiz provides text and video reinforcement if a student selects an incorrect answer.

Teachers can customize existing tests or easily write their own. These assessments are perfect for short quizzes and tests, unit tests, final exams or pre-/post-test situations. Tests can reference any or all of the multimedia components. Student scores are automatically DC-mailed to the teacher and saved for on-demand reporting. An item analysis report helps teachers create and modify questions, curve their grading and assure fair and consistent assessments.

■ Encyclopedia Content

Some 25,000 encyclopedia articles are fully integrated into DigitalCurriculum — forming a backbone of solid research material instantly available for student reference. From *Aristotle* to *Zurich*, teachers and students have a wealth of data at their fingertips.

The Technological Leader in Streaming Curriculum-on-Demand, AIMS is the only company to provide all of the following: multiple bit-rate encoding and streaming, downloads, time-restricted stream/download, free scheduled downloads, easy addition of local multimedia content, and simple options to integrate multimedia content into site and district networks.

"This is the best use of the Internet for education I have ever seen."

Jimmy Myrick
Technology Coordinator
Cherokee County School District
Centre, AL

◼ Multiple Bit-Rate & Intelligent Streaming

Since video streaming is bandwidth hungry, DigitalCurriculum uses multiple bit-rate encoding and streaming for its entire video library. DigitalCurriculum videos stream from dial-up modem rates to broadband rates. This multiple bit-rate encoding allows seamless delivery of programs via "Intelligent Streaming." Intelligent Streaming means that DigitalCurriculum automatically selects the highest quality stream from one of the five encoded rates and automatically adjusts to better quality rates as your bandwidth availability changes. The result is a buffer-free video stream that allows you to concentrate on the video.

AIMS is the only company in education providing multiple bit-rate encoding, essential for home use. Because of our multiple bit-rate encoding, our streaming video quality is 84% better than our closest competition.

◼ Network-Friendly

DigitalCurriculum uses industry-standard recommended streaming protocols, "MMS", which do not affect your bandwidth and will never slow down your network. Other companies that do not encode videos with multiple bit-rates use "HTTP" streaming, which take all available bandwidth, causing what network administrators refer to as a network crash. DigitalCurriculum video streaming never affects your bandwidth. Because of their single bit-rate HTTP streaming, other companies push "stream to preview and download to use;" with DigitalCurriculum's MMS streaming you get true video-on-demand that streams both at school and at home.

◼ Local Hosting Options

You may choose to load the bandwidth-intensive portion of DigitalCurriculum onto your Local Area Network (LAN) or Wide Area Network (WAN). DigitalCurriculum offers two local hosting hardware options that ensure the highest quality buffer-free streaming and lightning-fast downloads even with a simple dial-up modem Internet connection.

chnology

■ Scheduled Downloads

Your DigitalCurriculum subscription includes Download Director, a free, proprietary software package that provides you with the option of scheduling unattended video downloads — whether whole videos or key concept clips — for the time when your Internet connection is least busy, overnight or over the weekend for example. This provides convenient content delivery and also allows you to manage network bandwidth capacity issues by controlling the timing of rich media content downloads. Download Director is easily installed from DC's Support section. After a quick installation, you're immediately ready to start scheduling downloads of full-length videos or video clips, and when a scheduled download is finished you will automatically be informed via a status window of its status and file name.

DigitalCurriculum is the only curriculum video-on-demand product on the market today that offers users this kind of network bandwidth-management feature free of charge.

■ Training

At AIMS Multimedia our motto is **"a sale is just the beginning of our relationship™."** We offer free online, telephone, CD-ROM, DVD and webinar support. Our friendly and knowledgeable technology implementation specialists, customer service representatives and sales staff are here to assist you with any of your questions, concerns and needs.
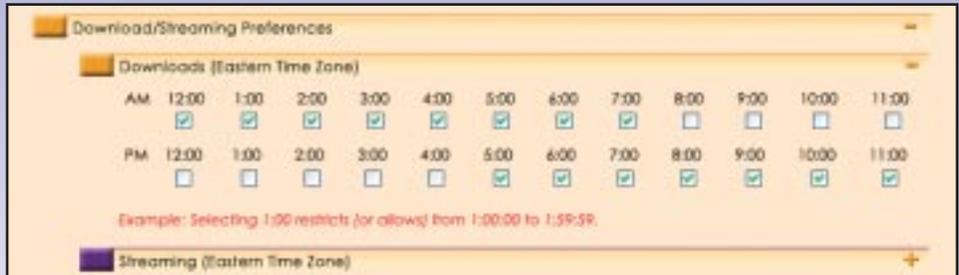
■ Streaming & Downloading

Whether you are a teacher or student, you may choose to stream videos and video clips for presentation in class or at home. You may also choose to download a video, video clip or photo onto your computer desktop or network. Once downloaded, the video file will play at the highest quality regardless of your bandwidth. In fact, once you have downloaded your video, you do not need to be connected to the Internet to play it! We even allow you to burn the program on to a CD or DVD. Administrators, supervisors and network administrators can select or block specific times for downloads and streaming.